# Interview

# template

## PART 1: OBJECTIVES AND TARGET GROUP

*(Describe each target group and what you want to find out)*

(Examples are in grey)

### Objective

The city wants to support meaningful leisure activities of teenagers.

**What do we want to find out?**

*(Formulate a number of hypotheses that came out of the framing workshop after analysing the problem)*

* Problem: there are many loitering teenagers in the city

Hypotheses:

* Young people are bored because not enough activities are available to them.
* Young people need places where they can hang around, and our city does not have enough of these spaces.
* Young people are anxious to be part of the “adult” life, but little is done to make this possible.

**Key question**

How can the city support the leisure experience of teenagers?

### Target group

*(Think in depth on the variables that will help you define your target group, and also to define types or segments within the broad target. Do not hesitate to split your target group in sub-groups to be sure you collect relevant information from all segments of your target.)*

### Main target group: Teenagers

* Girls and boys
* Mix of younger teenagers (< 14 years old) en older teenagers (14 – 17)
* Boys and girls from different social class

***Sub target Group 1***: autochthonous teenagers

***Sub target Group 2***: immigrant teenagers

*It can make sense to work with a grid:*

|  |  |  |
| --- | --- | --- |
|  | *< 14 years old* | *14 – 17 years old* |
| *Autochthonous teenagers* | *50% boys / 50% girls* | *50% boys / 50% girls* |
| *Immigrant teenagers* | *50% boys / 50% girls* | *50% boys / 50% girls* |

## PART 2: SAMPLE AND INTERVIEW SCHEDULING

*(It is best to select persons and do the interviews in the real environment where the service or where the type of problems you want to address is taking place)*

Who do we want to interview (sample)
*(Define your sample based on the sub-target groups and types of customers/users)*

Make sure to mix:

* Sex: it is a basic rule to interview as many women as men. You need good reasons to go for another spread between both sexes.
* Socio-cultural background: social class, local vs. immigrant, professionally active or not …
* Ages: if you are targeting e.g. teenagers, it does make sense to split in different groups (<14; 14-17; >17)
* Family situation if relevant
* Any other relevant criterion

For each relevant group, make sure to plan enough interviews and to decide how you will select respondents.

### Interview location 1: where loitering takes place – the square

*(Describe what can be of importance or relevant to look for in the surroundings. This can be the attractiveness of the space, what is near the place like a bus stop, or a shop…)*

**Date and timing**

*(Make sure to choose a sufficient diversity of timings to have a clear picture of the situation: day vs. evening; weekday vs. weekend…)*

Wednesday: 16.00 – 18.00

Thursday: 20.00 – 22.00

Saturday: 20.00 – 23.00

### Interview location 2: Swimming pool (outside)

**Date and timing**

### Interview location 3: The park

**Date and timing**

## PART 3: QUESTIONNAIRE

Formulate a dozen questions for each target group. Do not hesitate to add questions that are specific to sub-target groups, but make sure your basic questions are formulated the same way.

When formulating the questions and preparing your fieldwork, pay attention to the following points:

* Always test your questionnaire before launching the research. This helps to verify if your questions are well understood, but also reactions and answers you will get during this test will help you to improve your questionnaire.
* The profile of your interviewer is also a factor to take into account as it can influence the results. The person interviewed should feel comfortable to be open minded and give unbiased opinions. Age can be a factor in this respect as can be the sex of the interviewer. To interview e.g. immigrant women, it is probably best to have a female interviewer
* Ask only one thing at a time.
* The formulation of the question should be simple, avoid complex phrasing or words.
* The language used should be adapted to the interviewee.
* Questions should never be suggestive, which means potential answers should not be part of the question.
* Be careful in assuming prior knowledge of your interviewee. You can always work with handouts, in which you show something, or ask to read a short text before giving an answer to your question.

### General questions

*(These questions will help you to situate the respondent and in analysing results. Ask questions like age, background, profession, use of ICT…)*

### Specific Questions

*(Try to start with some factual questions, before you get to more personal, motivation or lifestyle questions. Make sure to include questions to understand “the why”)*

* Are you coming here often? How often?
	+ Why do you come here?
	+ Why is this important for you?
* Do you come here most often alone or together with friends?
	+ Why alone/with friends?
* What do you like / dislike about this place?
	+ Why?
	+ What would be for you the ideal (xxxx)?
* Would you like to contribute to improve (xxxx)?
	+ How so?
* What else are you doing during your free time?
	+ What do you prefer doing?
	+ What would you like to do differently?

## PART 4: CONDUCTING the INTERVIEW

*(Describe how the interview should be conducted – these are your instructions to the interviewer)*

### Introduction

*(Always present yourself and the purpose of the interview)*

I am working for xxxx and we are working on a project to improve our services related to xxxx. We are conducting some preliminary research to make sure our project meets the needs and expectations of users of the service. We believe you are one of the potential users and would appreciate if I can ask you a few questions. This will take only a few minutes. Do you agree to participate?

The interview will be handled as confidential information. We guarantee the confidential treatment of the information collected. Answers given are never linked to a specific person but used in an aggregated way.

Unless you have an objection, we would appreciate if we can tape the conversation. This will help us to analyse the information collected.

May we also take a picture of you? This will only be used internally as part of analysis of results.

So do you have questions before we get started?

### The interview proper

(It is best if the interview style is spontaneous and informal to put the respondent at ease. Do not read the questions, but ask them in a spontaneous way. You may divert from the exact phrasing as long as you ask the same question.)

Tips for the interviewer:

Also observe the person interviewed and note some characteristics and eventually also artefacts: clothing, behaviour, objects the person carries or brought to the place, anything that can be relevant for the research (like bringing a book to the swimming pool).

The purpose is to listen to the respondent and to understand the answers. If you are not sure you understand the answer, do not hesitate to ask for explanations. If the conversation stops, ask “why” questions.

Choose an appropriate way of taking notes. It is often best to take notes with key words only, but make sure you take down in full the most relevant or striking quotes.

### Closing the interview

Always thank the person interviewed for his or her contribution.

Do you have questions about our research or about this interview?

Do you consider there are other points that would be important for our research, points that I did not raise through the questions?

Do you wish to be informed about the results? If so, how can we best reach you to send this information?